

PRESENTATION/ PERSUASION SKILLS

ACTIVITIES

Learning presentation skills can be built into any workshop. First ask the group to brainstorm “what makes an effective presentation.” Then give participants practice in giving presentations. There are three ways to do this:

1. Organize a **practice session** on a specific information task. For example after a session on AIDS facts, ask participants to practice in pairs how to put this information across simply and clearly. Partners can take turns doing this and give each other feedback at the end.
2. Use a **report back session** as an opportunity to practice how to present ideas simply. Tell the group reporters that their presentations will be assessed. Then ask each group reporter to present the group’s report - and afterwards give him/her feedback. Encourage both positive and negative feedback.
3. **Homework**—ask participants to explain one of the things they have learned about stigma to family members or friends.

EXAMPLE OF FEEDBACK COMMENTS

- Establish rapport with audience. Be confident—relax and smile!
- Capture participants’ interest from the start
- Voice—loud, clear, not too fast, variation in tone (for emphasis)
- Language—no big words—keep it simple and familiar
- Body language—smile, relaxed, solid stance.
- Eye contact—look at all participants; not just half the audience
- Don’t stand like a statue frozen in one place—move around.
- Use appropriate gestures. Don’t distract with gestures.
- Use examples to help explain points.
- Don’t go too fast. Let the group help you set the pace.
- Check from time to time that audience members are understanding.



HOW TO PRESENT IDEAS SIMPLY AND CLEARLY

- Practice your presentation beforehand with a friend. Practice responses to tough questions or situations.
- Be your normal, friendly and confident self! Look at people, relax, and smile!
- Put yourself in the audience's shoes. What do they want to know? What do they have to do or decide? How can you facilitate the desired outcome most effectively?
- Be enthusiastic! Your interest and concern about the issue will often be remembered more than the words you say.
- Use eye contact and body language. Look at people and remember to look at everyone. Don't stay rooted in one place—move around. Use hands to emphasize, but don't overdo it.
- Speak clearly and loud enough. Take it slowly. Some points will be new to people so don't rush. Vary your tone. Don't drone on and on!
- Talk about one or two main messages. Repeat these main messages in different ways again and again.
- Keep it short! Limit your talk to a few key points. People have a short attention span (7 minutes) so don't waste time on unnecessary details.
- Explain one idea at a time and summarize at various points.
- Use simple words and avoid technical jargon. Talk to your audience as if you are having a conversation with them. Don't sound too formal.
- Respect your audience. Don't talk to them as if they are children. They have experience and ideas too so don't talk down to them.
- Relate what you say to people's lives. Find out what people know already and build on it. Don't assume they know nothing.
- Include questions as part of your talk. This will keep people involved and encourage people to ask their own questions.
- Don't talk too long! Finish quickly to allow time for questions and discussion. This is a good opportunity to keep your audience engaged and excited about the topic.